

It is a terrible thing to be afflicted with youth. The peculiar thing about it is that those who have it seem perfectly contented with it.

A friend of mine who suffered under this misfortune announced a Responsible Position and had a glorious time dealing with folks at a distance. But when they came to see him and to worship before his shrine they always showed great surprise and sometimes disappointment. In self-defense my friend had to consult a druggist who assisted by means of chemicals the growth of facial foliage.

There was the terrible trace of the dread disease of youth covered up.

Every little while some young man rushes in where angels fear to dis obey the Keep Off the Grass sign, and the world gasps with astonishment to learn that he has brains and knows how to use his mental powers for the purpose of manufacturing ideas.

There was Hugh Chalmers, for instance. He started out as an office boy in a branch office of the National Cash Register and was general manager of the entire institution at the age of thirty, not neglecting to take to himself a fairly satisfactory salary of \$72,000 a year. He climbed with joyous abandon over the heads of men old enough to be his father—men who had been with the house as many years as he had months to his credit.

Then he quit that and captured the automobile world with some of the most spectacular and effective advertising of the age.

Out in La Porte, which is in Indiana, where they grow crops of writers, lives Dr. E. A. Rumely. He is president of the Interlaken school.

I dropped off there early one morning to pay my respects to this grey-bearded pedagogue—for in my mental picture of him he wore a John Alexander Dowe beard. He shamelessly confessed to me that he has seen but twenty-seven years.

Yet this man is one of the moving spirits in a million dollar commercial institution as well as leader in an educational work that is preparing the way for the greater schools of Tomorrow.

In Chicago is a youngster of twenty-seven who is paid \$7,000 a year, so I am told, to handle the publicity for a tailoring firm. His name is Philip Lennen.

William Morris was a young man in college when he began the work which has influenced the lives of millions for the better. Thanatopsis, written at eighteen, was the best work William Cullen Bryant ever did.

It isn't length of years that counts. It is the quality of the work done. It is the kind of a life that has been led.

More of the great Life Force flows through some men in five years than flows through some men during three score and ten.

Even to the young man there come moments when he is gifted with a touch of cosmic vision. He seems to stand afar off from the world and its petty round of daily irritants. Through his whole being there flows a wondrous power and in his heart there is a great peace. He feels the Oneness of all things.

He understands what Maeterlinck meant when he wrote of the old man sitting quietly in his study whose twinkling eyelids affect the movement of a distant star.

He feels with every fibre of his being his relationship to the flowers, the trees, the clouds, the stars, and he knows that the thoughts he thinks and the words he speaks and the actions he performs affect all created things for good or for ill.

At times he finds himself unconsciously saying, "Master of human destinies am I." He feels the sacredness of his work. He knoweth that, small though he is, his work is adding to or subtracting from the sum of human happiness. He realizes that he is changing lives. He feels his power, but with the feeling of his power comes the knowledge of the sacredness of his responsibility.

He longs to reach the stage when his whole life will be one spiritual vibration. He wants to sustain his best moments always. He stumbles and falls, he loses himself for a time, the false light leads him astray, but always he is seeking Truth—he is seeking The Best.

So be kind to the Young Man. A great message may be forming in him. He may be in touch with a great spiritual stream of whose existence you dream not.

Joan of Arc heads the Voices. Perhaps your Young Man hears messages whispered to him in his spiritual moments. Help him to better himself. Help him to materialize his dreams during those golden days before the frost of age blights the harvest of his illusions.

#### HOW MISS NOVICE BEGAN HER STAGE CAREER

Her Wagon Was Hitched to a Star, but She Signed With a No. 3 "Horrors of One Night" Co.

It was generally conceded by the friends of Miss Eleanor Novice that she was destined by nature for the stage. Some of the most enthusiastic of her townspeople declared that if there had been no theater there would have been no Eleanor. It was a case of demand and supply. They gave reasons for this statement. She possessed beauty, talent, youth, personality and temperament.

It was a long time before the family could decide upon just what theatrical company she ought to join when she went to New York to secure an engagement. A great-aunt, who had expressed her disapproval of the girl's ambitions, advised her to become a member of Ellen Terry's "troupe" if she must take the step, as she had read some excellent accounts of the star. She felt, with the family, that Eleanor had but to choose. The mother knew that she must attach herself to a high-class organization, although this would prevent her from appearing at the opera house of her home village. The family hinted to their neighbors after she had gone, however, that it might be arranged for her to "show" one night with her play—just to save them from going on to Chicago—but they could promise nothing.

It was before word came to them (after a long and anxious wait, during which time they asked themselves if they could have been mistaken about Eleanor's talent) that she had secured the engagement with the Number 3 "Horrors of One Night" company. Her mother shuddered when she read the telegram, and hoped it

would be nothing dangerous, while her younger brother, with an elevation of the chest strangely enough coincident with a sinking of the heart, remembered that the Number 3 "Horrors of One Night" company had been announced to play at their opera house some time during the winter.

They could not understand this, for they knew that Eleanor had "hitched her wagon to a star" from the day she left high school, and they waited impatiently for the letter which would bring the details. It was some time in coming, for Miss Eleanor Novice, contrary to her usual manner of splashing off her words at one who could write no wrong, spent a day—and a few tears—in concocting it. She was learning her first lesson in the art of dissimulation as she wrote that letter, and she was doing it to spare some other than herself. All she said need not be recorded, but the family went about convinced that the girl, a modest beginner, felt her unworthiness to play in the big cities—as yet—and chose in preference a humble part in a humble play for her debut.

#### COTTAGE FURNITURE IN VOGUE.

English Hand-Made Pieces Artistically Designed Are in Great Demand.

Just at present England is teaching the world what is excellent in hand-made cottage furniture. There are a number of artists in this line who are turning out examples of very simple but very artistic pieces of furniture so beautifully and perfectly made that they will last for centuries. These pieces that are attracting so much attention just now are made "on honor," the wood is perfectly seasoned, the parts exactly fitted and most beautifully put together. They are not varnished nor daubed with cheap washes, but are filled and rubbed with oil and wax, so that only a dull natural polish finishes the wood.

The designs are extraordinarily simple. Though not direct copies of antiques they have a decidedly antique look in some instances, because the artists who design the pieces have made a careful study of the furniture of ancient periods and have adopted

the best ideas from each period and applied them to modern needs. Great care and attention is paid to the selection of woods and to its cutting. It is perfectly seasoned and when finished, is filled and polished with wax. Such furniture will stand very hard usage and still appear stately and strong. Drawers and doors open easily, never swelling nor sticking, parts do not warp nor draw apart; as it is in the beginning so it remains to the end. It is made to last, just as the furniture was made in the olden days, pieces of which we find today in almost as perfect condition as when made, although centuries have passed.

This cottage furniture fad in England is spreading to France and Germany, and it is to be hoped that it will come here as well, for we are sadly in need of a school of this sort for common furniture, for although it costs a little more in the beginning it is infinitely cheaper in the end, to say nothing of its artistic superiority. The furniture artists in England have studios and exhibitions and sur-

round their art with all of the dignity and circumstance that are given to other and supposedly higher arts. They contribute to their work intelligence and deep study, and their work tells the story as to whether their efforts are worth while or not. They have found a very ready appreciation of their work and have had a strong and steady market from the first. If their example were to be followed by young men in this country it would be a valuable find for artistic effort.

#### A PAINFUL PROCESS.

I was quite surprised one day, when upon telling my little five-year-old girl who was of saving disposition that I would put her pennies in the bank to have her educated, to find that she burst into violent weeping, and shouted, "I won't be educated, it hurts." "Hurts?" I queried, "what do you mean?" "I know," she sobbed, "they take a knife and scrape your arm and it swells up. I won't take my money to be educated."

#### WOMEN SHOULD STUDY LAW.

Every woman should study law. I do not mean that every woman should make a profession of it, but that she should know what the law is. There is no more subtle or elevating study, nor one that has a greater tendency to make a woman more intelligent and liberal minded, and withal a better woman, wife and mother.

That is the attitude of Miss Jessie Allen Fowler, and she has lived up to her teachings by making a thorough study of legal matters herself. She claims that a woman who has studied law is enabled to take a deeper interest in the daily press and in all sorts of miscellaneous reading.

"I know that that is the case from personal experience," she said. "I have actually been able to sift grains of real information from the chaff of gossip, scandal and triviality one constantly hears and sees since I have learned something of the law. With

such knowledge women can come to more logical conclusions and will resort less and less to the woman's proverbial 'because.' It would certainly sound queer and unreasonable for a woman lawyer to stand up in court and say, 'Your honor, this man is not guilty—because.'

"As women are becoming more interested in the arts and sciences and professions," she said, "the more important it is that they shall be able to handle their own legal affairs and assist their own sex in looking after their property, business or even home matters."

"There are many advantages that will accrue to the woman who has some knowledge of the law. She will make a better client and witness. Then the passing of the sixteenth amendment, which has yet to be added to the constitution, will, I predict, be the new bill of rights to give women the privilege of suffrage. That privilege makes them eligible for jury duty, and such work needs some legal knowledge."—New York Evening Telegram.

# TRUTH NUMBER 4

*A Good Investment is Worth a Life Time of Toil*

**OIL** is one of the greatest things in this country today. More fortunes have been made and are being made in Oil than any other known commodity. Of course the first principle of making money is to provide the public something that the public wants when it wants it, and for which the public is willing to pay the producer's price. Too many men make failures who face the other way and try to sell the public something which they want the public to have, and thus the provider is ultimately obliged to sell at the public's price, and in that there is little or no profit.

Oil is a necessity, and new uses are being made of it every day. On the Pacific Coast Oil is about the only fuel used, and even two of our largest railroad systems use California Crude Oil for locomotive fuel.

#### BROWN GOLD

BY R. S.

Note: (We wish the reader to know that the term "Brown Gold" means California Crude Oil.)

When Jud Elwood awoke one morning in his cabin, located near Bakersfield, in the State of California, and decided to go on a rabbit hunt, "by his lonely," he little dreamed the result of that decision and the subsequent trip was to lead to the discovery of one of the greatest Brown Gold producing districts in the world; and naturally the thought never occurred to Jud, because he had in mind simply hunting for rabbits, not minerals.

To quote Jud, as he gave the account of his find to the writer, he on that morning left his cabin accompanied by his gun and dogs; and Jud, by the way, was always fond of dogs and had a few that were as good as any in Kern County; and Jud knows a good dog, too, and why not? His old home, Bakersfield, is the Mecca to which all really good ones make an annual pilgrimage to attend the great National Tryout. Well, to continue Jud's story, he started out in a direction to the northwest of his cabin toward the foothills, and after securing a good sized bag of cotton-tails was returning homeward, when his attention was attracted in one direction to the different hues of the early morning mist which, rising from the soil, gave off a color that had the appearance of being a brown-colored haze, or a "something" entirely different from that noticeable in other directions, with the result that Elwood was soon convinced of the presence of Brown Gold, and the existence of the Kern River District today proves his deductions to have been correct.

Jud had hard work at first in his efforts to convince friends and neighbors as to the importance of his find, his deductions not being accepted even by experts as being at all reasonable, which brings to mind the curious story told of the earliest discovery of Brown Gold in this country during the days of Colonel Drake. The Wise Ones at that time smiled at the prospector, being amused at the mere idea of finding Brown Gold in the earth. The son of one old farmer brought home the news of Col. Drake's find, which to the mind of the old man was utterly absurd, consequently he would not believe it. "If you had told me that they had found whiskey, I could readily understand it, for we know that whiskey is made from corn, and it might easily soak through the roots of the stalk and accumulate in the earth, but flowing Brown Gold, never." As a consequence, the adverse opinions and criticisms to which Jud was subject showed neither sympathy nor support, which made him fully realize the old truth that "no man is a prophet in his own country," and the sequence in all probability would have been that the great body of mineral wealth which had been lying there dormant for many ages would have remained undisturbed if it were not for the stranger who took advantage of the opportunity and backed his judgment with money. This fact is notorious in the history of the development of the great Kern River District. Practically, and excepting one old firm which had pinned its faith on what is now famous as the "West Side," the district where gushers are making millions nearly every day, the brains and means which developed the great Brown

Gold districts of California, which today is by long odds the greatest producing country in the world, came from the outside; from the stranger. The local capitalist and others of smaller means, being absolutely blind as to the opportunity then within their grasp. From other portions of the state, California capital and brains took a leading part in the early development. Well known merchants, lawyers, doctors, lumber and fruit men taking a leading part, and to the list must be added the many hundreds of the comparatively smaller investors, such as mechanics, railroad men and particularly the strong support and backing furnished by the keen department store employee—two Los Angeles stores alone supporting hundreds of investors, each one helping the development in amounts that ranged from \$50 by the lady cashiers to \$2,500 by managers of departments. Another interesting feature in this connection was the impetus given by residents of the "Show Me" state. They sent their delegations to investigate, were duly "shown," and as a consequence their subsequent investments have added many millions of dollars in Brown Gold to the world's wealth. Some towns of about 20,000 inhabitants furnishing more "sinews" than did any one of the wealthy eastern states.

It was not very long after the Elwood discovery before all the good land in the district was acquired, principally by mining, fruit, lumber and other men, who through business connections and associates were brought into active touch with the exact situation in Kern County, and who were quick to take advantage of the immense possibilities and profits to be ultimately derived from the development of Brown Gold as against that of any other kind of mining or industrial enterprise. And, as a consequence, those who later on decided to engage in the industry were compelled to go elsewhere and secure lands in other districts, where the indications and general appearance of the country were similar to those prevalent in the Kern River District. This "crowding out," which led to the compulsory seeking for other districts, was particularly fortunate from the fact that it led to the further exploiting, development and ultimately the proving up of the greatest of all California Brown Gold Districts—Coalinga.

The stupendous magnitude and the recent rapid advancement made in the development of this great Brown Gold district is such as fully warrants the name the "WONDER DISTRICT," and in order to fully appreciate its immense richness and the development thereof which has been made during the past few years, which period covers the real opening up of the field, a comparison will be necessary, and for the purpose of making an intelligent one, the celebrated Kern River District, the field that is generally (and was truly) regarded as being the greatest and richest producer of Brown Gold in the world will be taken.

The authentic up-to-date figures used in order to substantiate the statements made are those compiled for the month of March, 1910, and they are interesting as well as remarkable from the fact that they prove unquestionably the supremacy of Coalinga, the Wonder District of California, and shows it to be by all odds, through comparison of present development, as well as by results, actual production—the King of all Brown Gold dis-

tricts. The figures referred to, which cover the total production of those two great Brown Gold districts for the month of March, 1910, are:

	Barrels.
Coalinga District .....	1,231,000
Kern River District .....	1,100,000

barrels of 42 gallons each, the difference in favor of the Coalinga district being 131,000 barrels for the month. BUT when the present development of both districts are taken into consideration, the startling fact is realized that the great Coalinga district produced this enormous quantity of Brown Gold with less than one-half the number of wells as compared with the more thoroughly developed and comparatively older district, the Kern River.

And by a further comparison of the average production per well in the two districts it is shown that the Coalinga district well produced two and one-half times as much Brown Gold as was produced by the Kern River district well in the same period, or, in other words, to make the contrast more apparent, while the average Kern River well was producing 800 barrels the average Coalinga well was producing 2,000 barrels.

Having shown by facts and figures that Coalinga is the greatest producing district, it is now pertinent to refer to another point in order to show the further great advantage this district has in facilities for marketing or moving the product to Tidewater, and this brings up the subject of transportation, which, as a matter of fact, was the one and practically the only handicap with which, until recently, the producer of Brown Gold in California has had to contend. Producing a commodity without the facilities of getting it to a market is like finding a Yellow Gold mine in the heart of Africa without being able to handle the ore or getting the product to the outside world. Such was the story of Brown Gold found in the heart of California. No means of transportation, excepting by the few thousand tank-cars furnished by the railroads, which at its best was a totally inadequate, as well as very expensive, service. Now, however, those conditions have been completely changed, and with a due appreciation of the magnitude and importance of the "Wonder" of all producing districts, the Coalinga producer has at his disposal the service of the following great pipe line systems—one six-inch and four of eight and ten-inch capacity each, making in all five great through pipe lines, which extend to various coast points north and west from the district to market, i. e., Tidewater.

These lines are: Associated from Coalinga to Monterey, from Coalinga to Port Costa; Producers from Coalinga to Port

Hartford; Standard from Coalinga to Mendota, the latter two being parallel lines, which connect with the through line to Point Richmond on San Francisco Bay.

The product is handled by the transportation company or companies with which the producer elects to do business, which concerns, at their cost and expense, run pipe lines to the property and take care of the product, thus relieving the producer of all further work. From tidewater points the Brown Gold is shipped north, south, east and west from Alaska in the north to Chili in the south; and over seas as far as Japan, and portions of it even as far as Australia.

The Coalinga district offers a product capable of further immense development; offers ample facilities for the marketing of the same; offers a market which is practically unlimited, coupled with a demand for the commodity, which all present efforts have as yet been unable to supply. With all these facts in mind, can a single argument be advanced that will contradict the statement that an investment made now in Coalinga Brown Gold is the best investment extant?

How or where can I make an investment whereby I may participate in the distribution of the immense amount of mineral wealth with which California is so favored and the development of which is still in its infancy? How? By making an investment in a company that has something to offer in return for your investment, and the more they "have and hold" the greater will be your return thereon. Where? Investigate fully the California National Crude Oil Company, which has recently acquired Five Thousand Acres of rich Brown Gold holdings in the now famous Coalinga district, the Wonder District of California.

Remember the story of Jud and his dogs and don't be likened unto the blind friends and neighbors, but "get in" now, like the stranger did, when the investment of a few hundred dollars, which the stranger actually made, resulted in a private car, which he now uses and is now his own; all the result of a small investment in Brown Gold made at the bottom.

Invest your savings in a company that is operating in the greatest field in the state. Remember, you have only a short time to purchase this stock at 40 cents per share. We can assure you that within a limited time this stock will be sold for double the figure, and you will see it quoted at that figure in these columns.

We would advise you to make as large a reservation as you can afford and do so immediately. Make all drafts, money orders, etc., payable to the California-National Crude Oil Company, Los Angeles, Cal., and mail with attached blank.

California National Crude Oil Co. 1 W. HELLMAN BLDG., Los Angeles, Cal.	SUBSCRIPTION BLANK
Gentlemen: Enclosed find.....	Dollars
for which please issue me.....	Shares
of the Treasury Stock of the Corporation	
Name.....	
Address.....	

## California National Crude Oil Company

I. W. HELLMAN BUILDING, Los Angeles, California